



All is Fair for DATCP's Rein

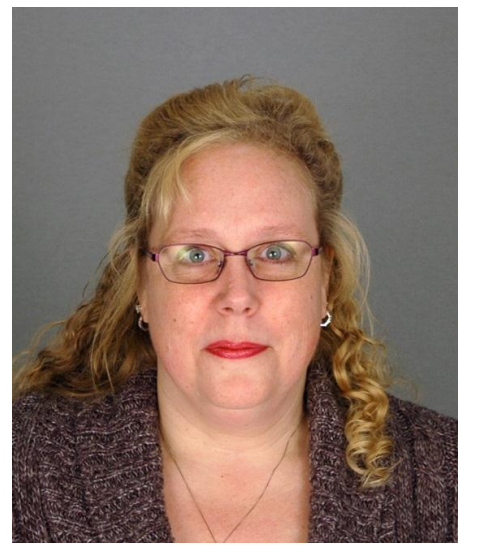
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MADISON – For every ribbon at a county or district fair, there is a long list of people working behind the scenes to make that experience enjoyable and memorable for the exhibitor. Cindy Rein is one of them.

Rein is an Operations Associate at the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP). A self-described 'jack-of-all-trades,' she works in the Division of Agricultural Development.

"Cindy has or has had a role in everything from registering and welcoming foreign visitors at World Dairy Expo, assisting with Something Special *from* Wisconsin™ and has even been the radio voice of the Market News Report," said Mike Powers, Division Administrator of Agricultural Development. "She's had many responsibilities in her 16 years with the Department. The place where she's made her mark is working with what she affectionately refers to as 'her fairs.'"



Cindy Rein, DATCP

Before Rein even finished her degree with Blackhawk Technical College to be an administrative assistant, she passed a test for state employment and was invited for an interview at DATCP. Growing up and raising her two children in a city, she knew she would learn a lot about agriculture working for the agency after graduation. While she grew up going to her local fair, she now knows more about agriculture and fairs than she ever thought she would.

Rein now manages registration of judges, state aid, and audits for Wisconsin's 76 county and district fairs. She also prepares the state's annual report for the Legislature and the Agriculture, Trade and Consumer Protection Board.

In her job, she keeps track of the 4,000 registered fair judges. Each judge specializes in an area of competition, including livestock, educational exhibits, crafts, photography and more. Rein notes that the fairs add about 100 new judges each year.

"I really like how fairs bring kids from the cities to a rural setting and how a fair can bring rural kids to an urban area," said Rein. "I like watching how excited the younger children are to be at the fair and see an animal close-up that had previously only been a picture in a book to them."

At DATCP Rein has provided internal support for the entire Agricultural Development Division. Most recently, she assisted with contracts for the Grow Wisconsin Dairy 30x20 Initiative.

"Always having to learn something new can be a struggle but it also can be very interesting," added Rein. "I saw how a small amount of money through a grant can help a farmer to be more profitable in what they do."

Rein has also been involved in the Wisconsin State Government Six Sigma – Continuous Improvement initiative at the Department. Rein has been part of a project team examining ways to focus on customer satisfaction and service, increase efficiencies and streamline approval processes.

With her experience and knowledge, Rein is a resource for DATCP staff and customers alike.

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